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Broadcasting Jul 1

Reaching over 117,000 readers every week 60th Year 1991

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Plans for transition to digital, HDTV outlined at Montreux symposium

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General Sales Manager
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DOOMSDAY SCENARIO FOR STANDARD TV

9ETHESDA MD 20814
4520 EAST-WEST HWY
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SRI ACQ
20914SRI AT8501 ZCZ
*****5-DIGIT 20814

THIS WEEK

19 / FCC REPORT: BROADCASTING CONTINUES TO SLIDE; CABLE ON THE RISE

The FCC Office of Plans and Policy (OPP) staff issued a paper predicting a gloomy future for the broadcast television industry because viewers, advertising and programing will continue their migration to cable. The result is that many stations, especially those in smaller markets and weaker independents, may go dark, and programing historically available for free will end up on pay cable.

24 / FOX, AFFILIATES TALK COMPENSATION

Faced with increased programing costs and a soft advertising environment, Fox Broadcasting Co. is asking affiliates for help. Jamie Kellner, president and chief operating officer, Fox Broadcasting, met with affiliate board prior to last month's affiliate meeting and told them, according to one board member, "Fox was looking for affiliates to help absorb some of the costs that Fox was incurring." One revised compensation idea that appears to be picking up steam has Fox offsetting higher ratings with lower compensation.

25 / SCI MISSES PAYMENT

SCI Television missed repayment of $162 million in bank loans and, in a financial report, said it is negotiating to defer payment. The other Gillett-controlled entity with TV stations, Gillett Holdings, has filed for protection under U.S. bankruptcy laws.

26 / BROADCASTERS REVIEW WAR COVERAGE WITH CHENEY

A group including the network news divisions and representatives from 13 other top media organizations last week sent Secretary of Defense Dick Cheney a lengthy analysis citing problems with military restrictions during the Persian Gulf war. The group hopes to meet with Cheney soon to discuss new rules for covering future conflicts.

27 / NEW ORBIS PRESIDENT-CEO

Hilary Hendler, Orbis sales and marketing vice president, has been named president and chief executive officer of Orbis Communications, effective today (July 1).

27 / 'PERSONALITIES' MAKE-OVER

Twentieth (Fox) Television is remaking its magazine strip *Personalities* into *EDJ (Entertainment Daily Journal)*. Changes are to take effect July 15. They include naming a new co-anchor, adding a new West Coast entertainment reporter, new studio sets and graphics.

30 / MAY FLOWERS

At this year's May screenings international marketplace (May 27-June 10) in Los Angeles, with business activity described as "brisk" by the sellers and "slow" by the buyers, there was a lack of action hours that has some buyers looking elsewhere.

36 / RECORD CHANGE

The recording industry experienced monumental changes in the 1980's, bringing a switch from vinyl to compact disk, demographic fluctuations and changes in listeners' tastes. According to the Recording Industry Association of America's "Inside the Recording Industry: A Statistical Overview Update 1990," the "coming of age of baby boomers" accounts for much of these changes, with consumers 30-plus purchasing 35% of all product. Rock-oriented music accounted for 42.9% of dollar value purchases in 1989 (the last year for which such data was available), while purchases of black/urban music jumped 40% in the last five years.

37 / PROFILE OF YOUNG AMERICA FOR RADIO

U.S. teenagers represented an estimated $101 billion consumer segment in 1990, up from $89 billion in 1989, according to information compiled by The Interep Radio Store Research division.

37 / FOCUSING ON SUCCESS

In the post-war spring 1991 Birch survey, the greatest individual gains were posted by two AOR-oriented stations—WLLZ(FM) Detroit and the new WWBZ(FM) Chicago. The 25-34-skewing WLLZ "re-directed" its on-air sound and jumped from 3.3 to 5.9, while a format switch pushed WWBZ "The Blaze" from 1.6 to 4.1 on the strength of its 12-30 target (persons 12-plus, Monday-Sunday, 6 a.m.-midnight).

40 / FILING FOR CHAPTER 11

One of the leading television station equipment suppliers, Midwest Communications, has filed for bankruptcy protection. The company said that in addition to filing for reorganization under Chapter 11, it has also closed six additional sales and branch offices and laid off employes.

44 / INSURING THE FIFTH ESTATE

American Specialty Underwriters Inc. (ASU), an insurance underwriter for Lloyd's of London, is betting that the time is right to bring contingency insurance to the Fifth Estate and not just as has previously been done for sporting events. ASU is rolling out, among other things, "ratings disaster insurance."

Last week, network news divisions were among those sending Secretary of Defense Dick Cheney analysis citing problems with military press restrictions during Persian Gulf war (page 26). Pictured below (l-r): CBS correspondent Bob Simon (l) with cameraman David Green at Ahmadi oil fields south of Kuwait City.

TV appears the preordained victim of 'the only regressive elements of the European Community directives,' said Ambassador Diana Lady Dougan, Center for Strategic and International Studies, during CSIS symposium (page 51).

45 / GETTING CNN VIEWERS

Although publicly CNN does not seem too disturbed about its ratings drop to pre-Persian Gulf war levels, the network is looking to economic help from advertisers, cable operators and possibly CBS to help get those viewers back and continue to grow the network.

47 / GETTING PAY SUBS

Hauser Communications' Montgomery County, Md., system has instituted a new telemarketing campaign to entice new pay subscribers, giving customers a chance to purchase any pay service for 35 cents per day during a 30-day trial period. The purpose, said one Hauser executive, is to improve the price-value relationship of pay services in the minds of subscribers.

48 / KEEPING PROMISES TO SOURCES

The Supreme Court said the First Amendment offers little, if any, protection to news organizations that break promises of confidentiality to sources. In *Cohen v. Cowles Media*, the court ruled 5-4 that the press is subject to the same laws of "generally applicability" as other citizens.

51 / TV WITH FRONTIERS?

The Commission of the European Communities appears ready to deregulate the sale and use of satellite earth stations, but the new common market may prove less than open, if telecommunications ministry control of satellites and content restriction proposals survive the "deregulatory" process, said experts gathered at the Center for Strategic and International Studies in Washington last week.

52 / DIGITAL DECISIONS TO MAKE

A picture of world broadcasters' and governments' plans for evolution into digitally compressed high-definition and conventional TV was given at the 17th International Television Symposium and Technical Exhibition in Montreux, Switzerland (June 13-18). While U.S. broadcast, cable and satellite industries look forward to several compression applications, Japan's applications appear to be confined to satellite. Compressed services are not expected in Europe until 2005. Transnational satellite video services are expected to grow slowly, mainly due to political barriers in Europe.

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RATINGS ROUNDUP

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
MONDAY 6/17	ABC 9.5 / 18			MACGYVER (53) [8.0 / 16] 7.4 / 15	8.7 / 17	ABC MONDAY NIGHT MOVIE—GOD BLESS THE CHILD (32) [10.3 / 19] 8.6 / 16	9.7 / 17	11.2 / 20	11.6 / 22
	CBS 11.8 / 22			MAJOR (36) DAD 9.7 / 20	FAMILY (39) MAN 9.5 / 18	MURPHY (3) BROWN 13.5 / 25	EVENING SP. (2) SHADE 13.8 / 24	NORTH. EXPOSURE (14) [12.2 / 22] 12.4 / 22	12.0 / 22
	NBC 8.4 / 16			FRESH (38) PRINCE 9.6 / 20	BLOSSOM (41) 9.1 / 18	NBC MONDAY MOVIE—BROTHERHOOD OF THE ROSE PT 1 (54) [7.9 / 14] 7.7 / 14	7.3 / 13	8.0 / 14	8.4 / 16
	FOX 4.6 / 9			FOX NIGHT AT THE MOVIES—SEEDS OF TRADGEDY (85) [4.6 / 9] 4.3 / 9	4.5 / 9	4.8 / 9	4.9 / 9		
TUESDAY 6/18	ABC 10.8 / 20			WHO'S THE (25) BOSS 10.9 / 22	HEAD OF (30) CLASS 10.4 / 20	ROSEANNE (5) 13.3 / 24	COACH (9) 12.6 / 22	CHINA BEACH (45) [8.8 / 16] 9.3 / 17	8.3 / 15
	CBS 13.0 / 24			RESCUE 911 (9) 12.6 / 25 11.6 / 23	13.5 / 25	CBS TUESDAY NIGHT MOVIE— MIRACLE LANDING (7) [13.2 / 24] 10.8 / 19	11.9 / 21	14.8 / 26	15.3 / 28
	NBC 8.2 / 15			NBC TUESDAY MOVIE—BROTHERHOOD OF THE ROSE PT 2 (55) [7.8 / 14] 6.4 / 13	7.0 / 13	8.6 / 15	9.2 / 16	LAW AND ORDER (43) [8.9 / 16] 8.7 / 15	9.2 / 17
WEDNESDAY 6/19	ABC 8.5 / 16			WONDER (46) YEARS 8.7 / 18	GROWING (40) PAINS 9.2 / 18	DOOGIE (30) M.D. 10.4 / 19	MAN IN * (49) FAMILY 8.5 / 15	EQUAL JUSTICE (63) [7.1 / 14] 7.2 / 13	7.1 / 14
	CBS 10.1 / 19			RESCUE 911 (50) SP. 8.4 / 18	FAMILY (64) MAN 6.9 / 14	JAKE AND FAT MAN (28) [10.5 / 19] 9.7 / 18	11.3 / 20	48 HOURS (14) [12.2 / 23] 12.2 / 23	12.3 / 24
	NBC 9.6 / 19			UNSLVD. MYSTERIES (21) [11.3 / 23] 9.9 / 21	12.7 / 25	NIGHT (35) COURT 9.8 / 18	DEAR (43) JOHN 8.9 / 16	QUATUM LEAP (51) [8.2 / 16] 8.0 / 15	8.4 / 17
THURSDAY 6/20	ABC 9.2 / 17			FATHER DOWLING (60) [7.3 / 15] MYSTR. 6.8 / 14	7.7 / 15	GABRIEL'S FIRE (65) [6.8 / 12] 6.3 / 12	7.2 / 13	PRIMETIME LIVE (4) [13.4 / 25] 13.6 / 25	13.2 / 25
	CBS 6.5 / 13			TOP COPS (58) [7.4 / 15] 7.1 / 15	7.8 / 16	BROKEN BADGES SP. (71) [6.3 / 12] 6.1 / 11	6.5 / 12	OVER MY DEAD (78) [5.9 / 11] BODY SP. 6.0 / 11	5.9 / 11
	NBC 11.6 / 22			COSBY (28) 10.5 / 22	DIFFERENT(24) WORLD 11.1 / 22	CHEERS (1) 14.5 / 27	WINGS (5) 13.3 / 24	SISTERS SP. (33) [10.2 / 19] 10.2 / 18	10.1 / 19
	FOX 7.3 / 14			SIMPSONS (47) 8.6 / 18	TRUE (73) COLORS 6.1 / 12	BEVERLY HILLS 90210 (62) [7.2 / 13] 6.8 / 13	7.6 / 14		
FRIDAY 6/21	ABC 11.6 / 24			FULL (26) HOUSE 10.7 / 25	FAMILY (17) MAT. 12.0 / 26	PERFECT (21) STRGN. 11.3 / 24	GOING (26) PLACES 10.7 / 22	20/20 (13) [12.3 / 25] 12.4 / 25	12.3 / 25
	CBS 7.2 / 15			VERDICT * (66) 6.6 / 15	TRUE SP. (69) DETEC. 6.4 / 14	CBS FRIDAY NIGHT MOVIE—SPARKS: PRICE OF PASSION (57) [7.5 / 15] 7.0 / 15	7.4 / 15	7.7 / 15	7.8 / 16
	NBC 5.9 / 13			HUNTER (77) [6.0 / 13] 5.2 / 12	5.6 / 12	6.5 / 14	6.9 / 14	MIDNIGHT CALLER (79) [5.8 / 12] 5.6 / 11	6.1 / 12
	FOX 3.8 / 8			AMERICA'S MOST (83) [4.8 / 11] WANTED 4.7 / 11	5.0 / 11	ALLIEN NATION (92) [2.7 / 6] 2.7 / 6	2.7 / 5		
SATURDAY 6/22	ABC 5.8 / 13			YOUNG RIDERS (81) [5.3 / 12] 5.1 / 12	5.4 / 12	ABC SATURDAY NIGHT MOVIE—SUPERGIRL (73) [6.1 / 13] 4.8 / 10	5.5 / 11	6.9 / 15	7.1 / 16
	CBS 5.6 / 12			CBS SATURDAY MOVIE—SOMEONE TO WATCH OVER ME (73) [6.1 / 13] 5.9 / 14	6.3 / 14	6.2 / 13	6.0 / 12	DOCTOR (87) DOCTOR 4.5 / 10	GOOD (85) SPORTS 4.6 / 10
	NBC 9.2 / 20			AMEN (58) 7.4 / 17	AMER. (60) DREAM. 7.3 / 17	GOLDEN (18) GIRLS 11.8 / 25	EMPTY (11) NEST 12.4 / 25	SISTERS (51) [8.2 / 18] 8.5 / 18	7.9 / 18
	FOX 4.2 / 9			TLY. HID. (88) VIDEO 3.8 / 9	YEAR- (91) BOOK 2.9 / 7	COPS (84) 4.7 / 10	COPS 2 (81) 5.3 / 11		
SUNDAY 6/23	ABC 9.1 / 18	LIFE GOES ON (66) [6.6 / 15] 6.0 / 14	7.3 / 16	AMR. FUN (11) VIDEO 12.4 / 25	AMR. FUN (19) PLP. 11.5 / 22	ABC SUNDAY NIGHT MOVIE—WEEKEND WAR (42) [9.0 / 17] 7.9 / 14	8.6 / 15	9.8 / 18	9.7 / 19
	CBS 11.7 / 23	60 MINUTES (8) [13.0 / 30] 12.1 / 29	13.9 / 31	SUNDAY (47) DINNER 8.6 / 17	ALL IN THE (23) FMLY 11.2 / 21	MURDER SHE WROTE(14)[12.2 / 22] 11.8 / 21	12.5 / 22	TRAILS OF ROSIE (19) [11.5 / 22] O'NEIL 11.4 / 21	11.5 / 23
	NBC 6.3 / 12	C. EVERTT KOOP (88) [3.8 / 9] 3.7 / 9	3.9 / 9	EXPOSE (73) 6.1 / 12	REAL LIFE (68) J. P. 6.5 / 12	NBC SUNDAY NIGHT MOVIE—THE MISSION (56) [7.6 / 14] 8.4 / 15	8.0 / 14	7.2 / 13	7.0 / 14
	FOX 6.2 / 12	LOS ALTOS (92) STY. 2.7 / 6	P. LEWIS (90) 3.0 / 7	IN LIVING (72) COLOR 6.2 / 13	GET A LIFE (80) 5.4 / 10	MRD. WITH (34) CHILD. 9.9 / 18	MRD. WITH (36) CHILD. 9.7 / 17	SUNDAY COMICS (69) [6.4 / 12] 6.9 / 13	5.9 / 12

WEEKLY PRIME TIME AVERAGE	ABC 9.2 / 18	CBS 9.5 / 19	NBC 8.4 / 16	FOX 5.4 / 11
SEASON PRIME TIME AVERAGE	ABC 11.8 / 20	CBS 11.8 / 20	NBC 12.2 / 21	FOX 6.3 / 11

YELLOW = 1/2 HR WINNER

*—PREMIERE

NIGHTLY RATING / SHARE (##)—RANKING [##]—PROGRAM RATING / SHARE HALF-HOUR RATING / SHARE SOURCE: A.C. NIELSEN

RIAA ANALYSIS SHOWS CHANGE IN BUYING PATTERNS

New technology and demographics responsible for new consumer choices

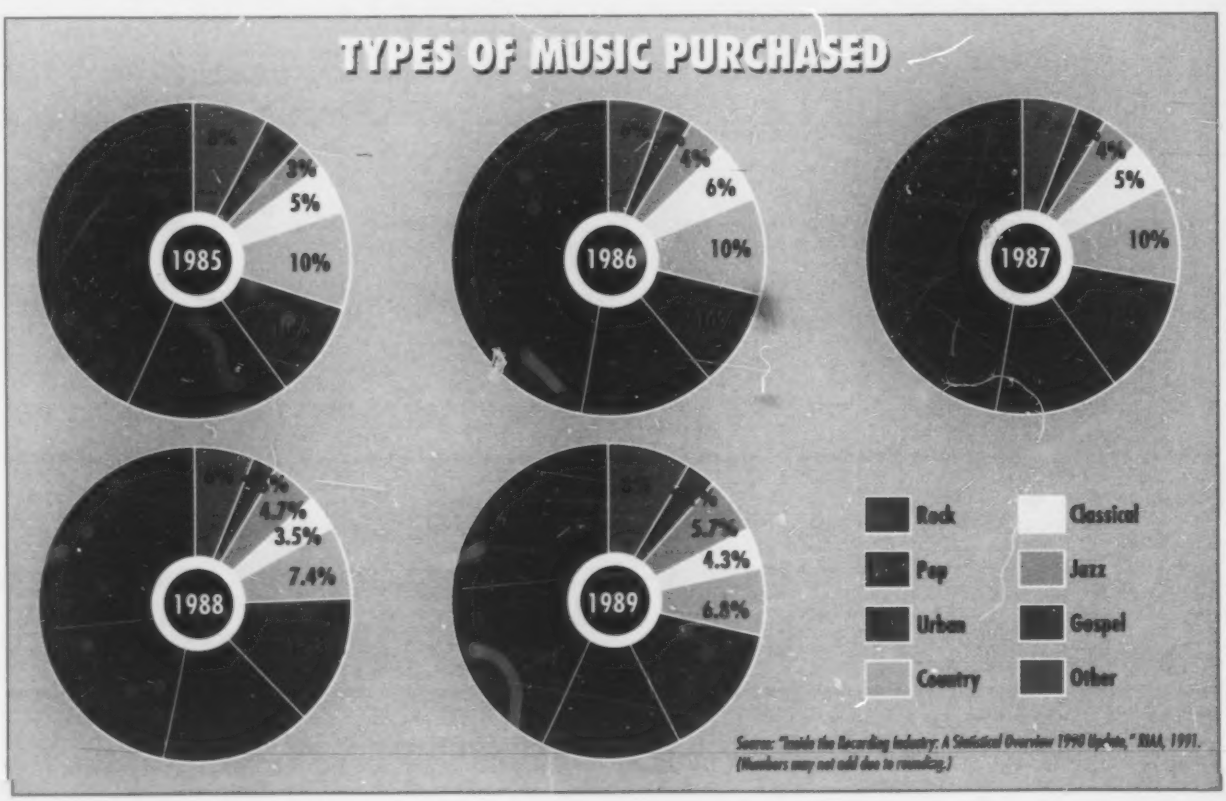
The 1980's were monumental years for the recording industry, according to data just released by the Recording Industry Association of America Inc., in Washington. The RIAA's "Inside the Recording Industry: A Statistical Overview Update 1990" cites a switch from vinyl to compact disk, demographic fluctuations and changes in listener tastes for much of this metamorphosis.

Rock-oriented music accounted for 42.9% of dollar value purchases in 1989 (the last year for which such data was available), virtually identical to 1985 (43%), with a 10% bulge in 1986-88. On the other hand, pop music, which comprised 17% of all music purchases in 1985, dipped to 14.4% in 1989, although rebounding slightly from a low of 13% in 1987. Also of note: black/urban product, which accounted for 10% of all sales in 1985, increased to 14% in 1989, while sales of country product dropped from 10% to 6.8% in the same period. Additionally, purchases of jazz records almost doubled, rising from 3% to 5.7% in that same five-year span.

In the same period, vinyl recordings have been nudged out of popularity (and record stores) by compact disks. In 1985 vinyl LP's accounted for $1.280 billion in dollar value on product shipments of 167 million units, vs. $389 million on shipments of 22.6 million CD's. In 1990, CD's accounted for $3.451 billion on shipments of 286 million units, vs. $86.5 million/11.7 million units for LP's. Shipments of disk singles—120.7 million units in 1985—fell to 11.7 million in 1990, while shipments of pre-recorded cassettes increased from 339.1 million ('85) to 442.2 million ('89) units.

The RIAA cites the "coming of age of baby boomers" as having an impact on the record industry, with adults 30-plus accounting for 35% of dollar volume in 1989. However, while this is an increase of 3.4 over the 1988 figure of 31.6%, it actually is a decrease from the 37% spent by adults 30-plus in 1985. In fact, the 20-29 segment posted the greatest increase in dollar volume, accounting for 34.3% of sales in 1989 vs. 29% in 1985. At the same time, purchases by consumers aged 10-19 decreased in that time span, with percentage of dollar value at 30.2% in 1989 vs. 34% in 1985.

Source of information (used by permission) for all figures is the RIAA Market Research Committee, with data compiled in part by Chilton Research Services, Radnor, Pa. —RRB



CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

WHP-AM-FM Harrisburg, Pa. □ Sold by Commonwealth Communications Services to J. Albert Dame for $3.25 million cash. **Seller** is headed by Joseph M. Higgins, and is also licensee of WHP(TV) Harrisburg, Pa., and WSPD(AM) Toledo, OH. **Buyer** has interests in WRAK(AM)-WKSB(FM) Williamsport, Pa. WHP is fulltimer with news /talk format on 580 khz with 5 kw. WHP-FM has easy listening format on 97.3 mhz with 17 kw and antenna 840 feet. *Broker: The Ted Hepburn Co.*

WLII(TV) Caguas (San Juan) and satellite WSUR-TV Ponce, both Puerto Rico □ Sold by Teleonce Corp. to Estrella Brillante Ltd.; assignee will assume programing and film liabilities of assignor of $3 million, and other contingent liabilities. **Seller** is headed by Anne P. Jones, trustee, and former FCC commissioner (1979-83), and has no other broadcast interests. **Buyer** is subsidiary of Malrite Communications Group Inc., which is also selling subsidiary Channel 7 Inc.'s WSTE(TV) Ponce, P.R. ("Changing Hands," June 24). Malrite Communications owns four AM's, six FM's and five TV's. WLII is NBC affiliate on ch. 11 with 200 kw vis., 39.8 kw aur., and antenna 1,180 feet above average terrain. WSUR-TV is on ch. 9 with 58.9 kw vis., 5.89 kw aur. and antenna 2,270 feet above average terrain.

WLPZ(AM)-WWGT-FM Westbrook-Portland, Maine □ Sold by Porter Communications Systems Inc. to Atlantic Morris Broadcasting Inc. for $985,000 cash at closing, including $85,000 one-year noncompete covenant. **Seller** is headed by Winslow T. Porter Jr. and has no other broadcast interests. **Buyer** is headed by Patrick J. Chambers Jr., and is also licensee of WKTU(FM) Ocean City, N.J. and WABT(FM) Dundee, Ill.; parent Saddle River Holdings Corp. has interests in WALL-(AM)-WKOJ(FM) Middletown, N.Y. WLPZ is Satellite Music Network affiliate, with heavy metal format on 1440 khz with 5 kw day and 1 kw night. WWGT-FM has contemporary hit format on 97.9 mhz with 16 kw and antenna 889 feet.

KROL(AM) Laughlin, Nev. □ Sold by Laughlin Roughrider Broadcasting Inc. to Million Dollar Broadcasting Inc. for $750,000 on terms. **Seller** is headed by Sigmund Rogitch Trust, and has no other broadcast interests. **Buyer** is headed by Paul Bowman, and has no other broadcast interests. KROL has sports, news format on 870 khz with 10 kw day and 1 kw night.

WUBU(FM) Portage, Mich. □ CP sold by Larry Langford Jr. to Tri State Broadcasting Co. Inc. for $700,000. Terms: $500,000 cash at closing and $200,000, eight-year promissory note at 8%. **Seller** is headed by Larry Langford Jr., and is licensee of WLLJ(AM) Cassopolis, Mich. **Buyer** is headed by Gary B. Mallernee and is licensee of WTVB(AM)-WNWN(FM) Coldwater, WHEZ(AM) Portage, all Michigan. WUBU is allocated to 96.5 mhz with 3 kw and antenna 321 feet.

WAVG(AM) Louisville, Ky. □ Sold by Radio One of Louisville Inc. to Sunnyside Communications Inc. for $425,000. Terms: $403,750 cash at closing and $21,250 escrow deposit. **Seller** is headed by Thomas M. Duddy, receiver, and is also licensee of WLRS(FM) Louisville, Ky. **Buyer** is headed by Charles J. Jenkins (9.52%), Corum Enterprises Inc. (9.52%), E.H. Hughes Co. Inc. (9.52%), Citizens Fidelity Bank & Trust Inc. (4.76%) and 10 other directors, and is licensee of WXVW(AM) Jeffersonville, Ind. WAVG is fulltimer with oldies format on 970 khz with 5 kw. *Broker: Edward Henson Jr.*

WCUM(AM) Bridgeport, Conn. □ Sold by Jose C. Lugo to Pablo de Jesus Colon for $375,000 on terms, in transfer within licensee Radio Cumbre Broadcasting Inc. Principals have no other broadcast interests. WCUM is fulltimer with Spanish news talk format on 1450 khz with 1 kw.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$2,197,417** □ **10**
FM's □ **$875,301** □ **10**
AM-FM's □ **$1,056,500** □ **3**
TV's □ **$3,000,000** □ **1**
Total □ **$7,129,218** □ **24**

Year to Date:

AM's □ **$50,058,085** □ **130**
FM's □ **$113,589,073** □ **137**
AM-FM's □ **$130,164,087** □ **97**
TV's □ **$267,499,000** □ **40**
Total □ **$561,310,245** □ **404**

For 1990 total see Jan. 7, 1991 BROADCASTING.

SOLD!

WAVA(FM), Washington, D.C., has been sold by Emmis Broadcasting to Salem Communications Corporation for $20,000,000.

Elliot B. Evers initiated this transaction and represented Salem in the negotiations.

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hanna, PA. Filed June 4.

■ **WSUR-TV Ponce and WLII(TV) Caguas, both Puerto Rico** (WSUR-TV: BALCT910611KF; ch. 9; 58.9 kw-V; 5.89 kw-A; ant. 2,270 ft.; WLII: BALCT910611KG; ch. 11; 200 kw-V; 39.8 kw-A; ant. 1,180 ft.)—Seeks assignment of license from Teleonce Corp. to Estrella Brillante Ltd.; assignee will assume programing and film liabilities of assignor for $3 million, and will also assume other contingent liabilities. **Seller** is headed by Anne P. Jones, trustee, and has no other broadcast interests. **Buyer** is subsidiary of Malrite Communications Group Inc. (78%); Lucas Thomas Muniz (20%) and Milton Maltz (2%) and John C. Chaffee Jr. Malrite Communications Group also heads Channel 7 Inc., which is selling WSTE(TV) Ponce, PR (see below). Malrite Communications Group owns and operates WXIX-TV Newport, KY; WFLX(TV) West Palm Beach, FL; WHTZ(FM) Newark, NJ; KLAC-(AM)-KZLA-FM Los Angeles; KNEW(AM)-KSAN-FM Oakland-San Francisco; WHK(AM)-WMMS(FM) Cleveland and WDGY(AM)-KEEY-FM Minneapolis-St. Paul. Malrite Communications Group also owns and operates, through subsidiary, WOIO(TV) Shaker Heights, OH. Malrite Communications Group is general partner of Malrite Guaranteed Broadcast Partners, licensee of WEGX(FM) Philadelphia. Filed June 11.

■ **WSTE(TV) Ponce, PR** (BALCT910611KE; ch. 7; 166 kw-V; 22.4 kw-A; ant. 2,710 ft.)—Seeks assignment of license from Channel 7 Inc. to Siete Grand Television Inc. for $6 million ("Changing Hands," June 24). **Seller** is headed by Malrite Communications (see WSUR-TV Ponce, PR above). **Buyer** is headed by Jerry B. and Esther M. Hartman, husband and wife, and has no other broadcast interests. Filed June 11.

■ **WJOT(AM) Lake City, SC** (BAPL910610EB; 1260 khz; 1 kw-D, 65 w-N)—Seeks assignment of CP from Wiggins Broadcasting to Holly City Communications Inc. for $75,000. **Seller** is headed by John H. Wiggins, and is licensee of WULF(AM)-WKXH(FM) Alma, GA; WWFN(FM) Florence, SC; WKZF(FM) New Bern, NC, and has application pending for CP at Centerville, TN. **Buyer** is headed by June F. Mitchell (51%) and John B. Mitchell (49%), and has no other broadcast interests. Filed June 10.

■ **WRKQ(AM) Madisonville, TN** (BAL910524EC; 1250 khz; 500 w-D, 86 w-N)—Seeks assignment of license from East Tennessee Broadcasters Inc. to Monroe Area Broadcasters Inc. for $1; real and broadcast property is owned by **Buyer**. **Seller** is headed by Sidney R. Kean and Mary S. Kean and has no other broadcast interests. **Buyer** is headed by Norman B. Lee (51%) and N. Burton Lee II (49%), father and son, and has no other broadcast interests. Filed May 24.

■ **KMVL(AM) Madisonville, TX** (BAL910531EA; 1220 khz; 500 w-D, 12 w-N)—Seeks assignment of license from William F. Carter to Leon Hunt for $80,000. **Seller** has no other broadcast interests. **Buyer** has no other broadcast interests. Filed June 10.

■ **KDOK(AM) Tyler, TX** (BAL910605EC; 1330 khz; 1 kw-D;)—Seeks assignment of license from Radio Center Inc., debtor-in-possession to Gleiser Communications Inc. for $65,000. **Seller** has no other broadcast interests. **Buyer** is headed by Paul L. Gleiser, who is sale consultant and manager of KTEN(TV) Ada, OK. Filed June 5.

■ **KULE-AM-FM Ephrata, WA** (AM: BA-L910607EA; 730 khz; 1 kw-D; FM: BALH910607EB; 95.9 mhz; 1.5 kw; ant. 460 ft.)—Seeks assignment of license from B&G Enterprises to Basin Street Broadcasting for $25,000. **Seller** is headed by Alfred C. Geesey, and has no other broadcast interests. **Buyer** is headed by The Northcentral Broadcasting Co. (51%), headed by Jerry Isenhart, and Randy E. Boruff (49%). Northcentral Broadcasting is licensee of KOZI-AM-FM Chelan, WA., and FM translator stations K265AX ChelanManson, K267CT Twisp, K276BY BrewsterPateros and K276CY Manson25 Mile Creek, all Washington. Isenhart is licensee of translator stations K296CW WenatcheeEast Wenatchee and K221BT OthelloRoyal City, both Washington. K296CW rebroadcasts signal of KULE(FM); accordingly, contemporaneously with this application, Isenhart is filing application to assign and divest himself of K296CW. Filed June 7.

Actions

■ **KQEZ(FM) Coolidge, AZ** (BALH910322GK; 103.9 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from Larry E. Salsburey to Chriscom Inc. for $380,000. **Seller** has no other broadcast interests. **Buyer** is headed by Scott V. Christenson, who holds 1% of stock of Alpha Radio Inc., licensee of KKPL-AM-FM Opportunity, WA. Action June 10.

■ **KCBR(AM) Monument, CO** (BAL910502EA; 1040 khz; 4.6 kw-D)—Granted assignment of license from Trip-Lakes Broadcasting of Colorado Inc. to Chip Lusko & Kent Bagdasar Partners for $3,000. **Seller** is headed by Dan R. Hubbard, Carolyn D. Hubbard and Richard Brame, and has no other broadcast interests. **Buyers** Lusko (50%) and Bagdasar (50%) have no other broadcast interests. Action June 14.

■ **KCRT-AM-FM Trinidad, CO** (AM: BA-L910415EA; 1240 khz; 250 w-U; FM: BAL-H910415EB; 92.7 mhz; 3 kw ant. 150 ft.)—Granted assignment of license from Essex III Broadcasting Inc. to International State Bank; bank is repossessing assets of station, valued at $230,000. **Seller** is headed by Molly Smith, and has no other broadcast interests. **Buyer** is headed by Ronald L. Moore (93%) and Ronald L. Schmeits (.30%), and has no other broadcast interests. Action June 12.

■ **WLKQ(AM) Buford, GA** (BAL910426EA; 1460 khz; 5 kw-D, 194 w-N)—Granted assignment of license from Buford Broadcasting Inc. to La Favorita Inc. for $120,000. **Seller** is headed by Jacqueline A. Joseph, and is licensee of WLKQ(FM) Buford, GA. **Buyer** is owned by Samuel Zamarron, who has interests in WAOS(AM) Austell, GA. Action June 12.

■ **WRUS(AM) Russellville, KY** (BAL910507EA; 610 khz; 2.5 kw; 73 w-N)—Granted assignment of license from Target Communications of Kentucky Inc. to The Tremont Group Ltd. for $10 and assumption of debt. **Seller** is headed by Donald J. Alt, who has interests in licensees of WILK(AM)-WKRC(FM) Wilkes-Barre and WNNK-AM-FM Harrisburg, both Pennsylvania; WEZC(FM) Hickory, NC; WODZ(AM)-WRVR(FM) Memphis, TN; WWL(AM)-WLMG(FM) New Orleans, and WDCK(FM) Williamsburg, VA. Alt is also 45% stockholder of Logan Broadcasting Inc., proposed assignee of WFBG-AM-FM Atloona, PA. **Buyer** is headed by Joseph C. Amaturo (35% GP), and is licensee of WKGR(FM) Ft. Pierce, FL; KKMJ-AM-FM Austin, TX; WBVR(FM) Russellville, KY, and KFRG(FM) San Bernardino, CA. Amaturo is also licensee of KHGI-TV Kearney, NE, and its satellites KSNB-TV Superior and KWNB-TV Hayes Center, both Nebraska. Action June 13.

■ **WQFX(AM) Gulfport, MS** (BAL910429EG; 1130 khz; 500 w-D)—Granted assignment of license from Steere Broadcasting Corp. to Bleu Bayou Broadcasting Inc. for $47,500. **Seller** is headed by David E. Steere,

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,986	241	5,227
Commercial FM	4,449	976	5,425
Educational FM	1,459	294	1,753
Total Radio	10,894	1,511	12,405
Commercial VHF TV	554	20	574
Commercial UHF TV	570	173	743
Educational VHF TV	124	3	127
Educational UHF TV	230	13	243
■ Total TV	1,478	209	1,687
VHF LPTV	201	163	364
UHF LPTV	694	903	1,597
■ Total LPTV	895	1,066	1,961
FM translators	1,860	348	2,208
VHF translators	2,712	87	2,799
UHF translators	2,312	3[illegible]	2,632

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research